1   **CLAIMS**

2   We claim as our invention:

1   1) A custom content presentation system through which users can influence presented
2   content, comprising:

3   a client such as a PC, PMP, or other device capable of stimulating human senses
4   which is capable of receiving data from and conveying data to a server;
5   a server which conveys, receives, and stores data;
6   a content rating and information request system; and
7   a server-based reporting tool.

1   2) The system of Claim 1 in which data stored by said server includes content, content
2   attributes, and content reviews.

1   3) The system of Claim 1 in which data conveyed from said server includes content and
2   content information.

1   4) The system of Claim 1 in which said client acts as a server, thereby providing
2   content-related information stored thereon to other devices.

1   5) The system of Claim 1 in which said content rating system allows a user to rate
2   content as or after it is experienced.

1   6) The system of Claim 1 in which said device has buttons or other interface elements
2   that allow a user to provide feedback concerning various content, enter preference
3   information, or otherwise interact with content or with a server.

1   7) The system of Claim 1 in which data conveyed from said server contains proprietary
2   or restricted content that is marked as such, and which said client may refuse to
3   process if certain restrictions are not met.

1   8) The system of Claim 1 in which said server conveys only data of interest to a user, as
2   determined by user feedback and user preferences.

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9) The system of Claim 1 in which said information request system allows a user to purchase or indicate a desire to purchase content before, during and after it is experienced.

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10) The system of Claim 1 in which user feedback and information requests are immediately sent to a server through a wireless or wired communications medium.

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11) The system of Claim 1 in which user feedback and information request are stored on a device until said device can communicate with a server, at which time said feedback and information requests are conveyed to a server.

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12) The system of Claim 1 in which said reporting tool provides reports to content authors, advertisers, and other interested parties which contain average content ratings, content popularity indexes, content information requests, genre-based content preferences, and other information derived from data stored in a server.

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13) A method for individualized content distribution comprising the steps of:

    selecting content based on user preferences, content author or publisher preferences;

    preparing said content, including the addition of ownership, authorship, and other digital rights information, and content compression or encryption;

    conveying said content to a PMP, PC, or other device from which said content may be experienced; and

    removing said content after a length of time, number of experiences, or other event.

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14) The method of Claim 13 wherein said user preferences are based on ratings gathered substantially contemporaneous with a user's experiencing said content.

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15) The method of Claim 13 wherein content preferences are entered by a user prior to content selection, and where such preferences are modified as content is experienced and user ratings are received.

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16) The method of Claim 13 wherein said content includes advertisements which are targeted at a particular individual or group of individuals based on content

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preferences, frequency with which content is purchased through the present invention, geographic region in which a user resides, or other demographic information.

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17) The method of Claim 13 wherein said digital rights information may be used to restrict access to content on an individual-by-individual, device-by-device, or group-by-group basis.

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18) The method of Claim 13 wherein said user preferences include the option to refuse certain content types, such as advertisements or full-motion video, and content genres.

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19) The method of Claim 13 wherein said content compression includes down-sampling content to reduce such content's file size or conveyance needs.

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20) The method of Claim 13 wherein said conveyance may be achieved by a means set forth in user preferences.

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21) The method of Claim 13 wherein said content may be altered, such as resizing text or graphical information, down-sampling audio or video files, or other alterations, to match device capabilities or to meet user specifications.

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22) The method of Claim 13 wherein said conveyance may be achieved by a means appropriate to a specific device, such as wired or wireless communications or removable media.

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23) The method of Claim 13 wherein said content may be removed based on digital rights management or other content attributes associated with a specific content.

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24) The method of Claim 23 wherein said content removals are also controlled by user preferences and user ratings such that popular content is maintained by a device, thus reducing storage, conveyance, and related needs.

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25) The method of Claim 13 wherein said content is conveyed from a server to a client by transmitting said content as a continuous data stream.

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26) The method of Claim 13 wherein said content is conveyed from a server to a client by a server storing said content on removable media and transferring said media to a client.

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27) The method of Claim 13 wherein said content is conveyed from a server to a client by transmitting said content as discrete files.

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28) The method of Claim 13 wherein said content is conveyed from a server to a client as a combination of discrete file transfers and streamed data.

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29) A custom content presentation system through which users can influence presented content, comprising:

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a client such as a PC, PMP, or other device capable of stimulating human senses which is capable of receiving data from and conveying data to a server;

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a server which conveys, receives, and stores data;

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a content rating and information request system; and

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a server-based reporting tool;

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wherein said server stores content, content attributes, and content reviews;

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said server conveys some content information to a client along with said content;

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users experience said content through a device;

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users rate content during or after such content is experienced;

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users request information about or indicate a desire to purchase content as it is experienced;

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user ratings, information requests, and purchase requests are conveyed to a server; and

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said user ratings and requests are used to select additional content for a client, and to generate usage statistics and other information for content creators.

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30) A method for individualized content distribution comprising the steps of:

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selecting content based on user preferences, content author or publisher preferences;

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preparing said content, including the addition of ownership, authorship, and other digital rights information, and content compression or encryption;

6   conveying said content to a PMP, PC, or other device from which said content
7   may be experienced; and

8   removing said content after a length of time, number of experiences, or other
9   event;

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11   the method further comprising the steps of a user:

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13   specifying content preferences in a web page or other machine-readable
14   format;

15   said content selected based on such preferences;

16   selected content processed for conveyance and conveyed to a device;

17   said content experienced by said user;

18   said user rating said content;

19   all or a portion of said content at or above a certain rating level being
20   maintained on a device, while some portion of said content may be removed from a
21   device once said content has been experienced; and

22   content remaining on a device is only experienced after approval from a server,
23   content author, or content provider.

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